



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow



FDP ON QUALITATIVE AND MIXED METHOD RESEARCH

18-19 August, 2023



JAIPURIA INSTITUTE OF MANAGEMENT

INDIRAPURAM, GHAZIABAD

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, Uttar Pradesh
(Formerly Uttar Pradesh Technical University, Lucknow)



BACKGROUND

Qualitative research has emerged as a robust and dynamic method for interpreting and comprehending human behavior, finding significance across diverse academic disciplines. This field incorporates research concepts and methodologies from various established academic domains, enriching its breadth and depth. The distinctive strength of qualitative research lies in its ability to provide intricate textual descriptions of individuals' experiences pertaining to a specific research topic. It unravels the multifaceted aspects of human behavior, encompassing contradictory behaviors, beliefs, opinions, emotions, and relationships.

The proposed **Faculty Development Program (FDP) on Qualitative Research** aims to **enhance the qualitative research skills of teaching faculty and research scholars in both sciences and social sciences**. This program holds particular relevance for researchers operating within dynamic environments, where the exploration of multifaceted issues necessitates an approach that extends beyond quantitative analysis alone. By equipping participants with advanced qualitative research techniques, the FDP empowers them to navigate complex research landscapes and effectively address research questions that demand a deeper understanding of the human dimension.

OBJECTIVE

- To provide participants with a comprehensive overview of qualitative research frameworks, enabling them to identify and employ appropriate qualitative tools that align with their specific research objectives.

- To familiarize participants with the usage of fundamental data analysis tools, such as NVivo and MAXQDA software, empowering them to effectively analyze and interpret qualitative data.

- To offer participants hands-on experience in analyzing and interpreting data within their respective subject domains using statistical software, thereby enabling them to conduct rigorous qualitative research.

- To enhance participants' skills in writing effective research papers utilizing qualitative research methods, emphasizing the importance of clear and impactful communication of qualitative findings.

FOR WHOM

Research scholars, Faculty members, Industry delegates in the management/social sciences area.



WHY TO ATTEND //

- Understanding different types of Qualitative Research Methods
- Expertise in various qualitative research approaches
- Hand on Session to use qualitative software.
- To get insights to write qualitative research papers, thereby improving the quality of research.



PEDAGOGY //

The FDP includes a mix pedagogical approach where the participants will have lectures and discussions on the qualitative approach of the research and also hands on experience with the experts for the application of analytical software used in qualitative research.

PROGRAMME CONTENT //

The Programme is designed keeping in view the theoretical perspective and analytical application of the various qualitative research tools for the academicians, researchers and industry delegates.

DAY 1

Introduction to Qualitative research: Systematic literature review for qualitative research, Meta-analysis, Bibliometric analysis, Application of VoS viewer, Bibliometrics, Sentiment analysis in Qualitative research: Tools and Techniques, Hands-on Session/ Practice Session.

DAY 2

Thematic analysis and social media analysis, Hands-on Session/ Practice Session, Data Analysis techniques for Qualitative Research, Introduction to Software used in Qualitative Research, Installation of NVIVO, Introduction to NVIVO software, Hands on Session on Software.



PROGRAMME FEE

FDP Registration Fees: Rs 1000 per participant.

Cheque / DD to be drawn in favour of “**Jaipuria Institute of Management**”, payable at Ghaziabad along with duly filled registration form, should reach us by 10 August, 2023.

ORGANIZING TEAM

PATRON

Shishir Jaipuria

Chairman
Jaipuria Group of Educational Institutions

Prof (Dr.) Daviender Narang

Director
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Indirapuram, Ghaziabad (U.P.)

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ABOUT THE INSTITUTE

Jaipuria Institute of Management was set up by Seth Anandram Jaipuria Education Society in 2001. It has a sprawling campus spread over 5 acres at Indirapuram, Ghaziabad, a posh area on NH-24 within NCR. During this short span of 21 years, under the able guidance of the Late Dr. Rajaram Jaipuria and Shri Shishir Jaipuria JIM has been acclaimed as a leading business school in Northern India. Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic, financial and social aspects set by concerned statutory bodies.

The Institute started a full-time 2 years Master Degree Program in Business Administration (MBA) in the year 2001, MBA (Business Analytics) Program in the year 2020, and MBA in BFSI, in the year 2022. All these programs are duly approved by AICTE, and affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow (UP). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society manage various reputed schools and colleges in the country. Jaipuria Institute of Management, Indirapuram, Ghaziabad, aims to provide quality management education to transform individuals into Business Leaders, Skilled Managers & Entrepreneurs. Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. The institute started MBA in Business Analytics in the year 2020. The institute has become among the pioneer institutes in the area of Business Analytics in Uttar Pradesh. The institute has also initiated MBA in BFSI in the year 2022. Jaipuria Institute of Management has established itself as a leading management institute in Northern India.



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